



# **U.S. Army**

## **2000 MWR Leisure Needs Survey**

### **Results**

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**Fort Monroe  
Virginia**

**CALIBER**  
ASSOCIATES

# BRIEFING OUTLINE

Fort Monroe

## ★ LEISURE NEEDS SURVEY

- Project Overview
- Methodology
- Patron Sample

## ★ SURVEY RESULTS

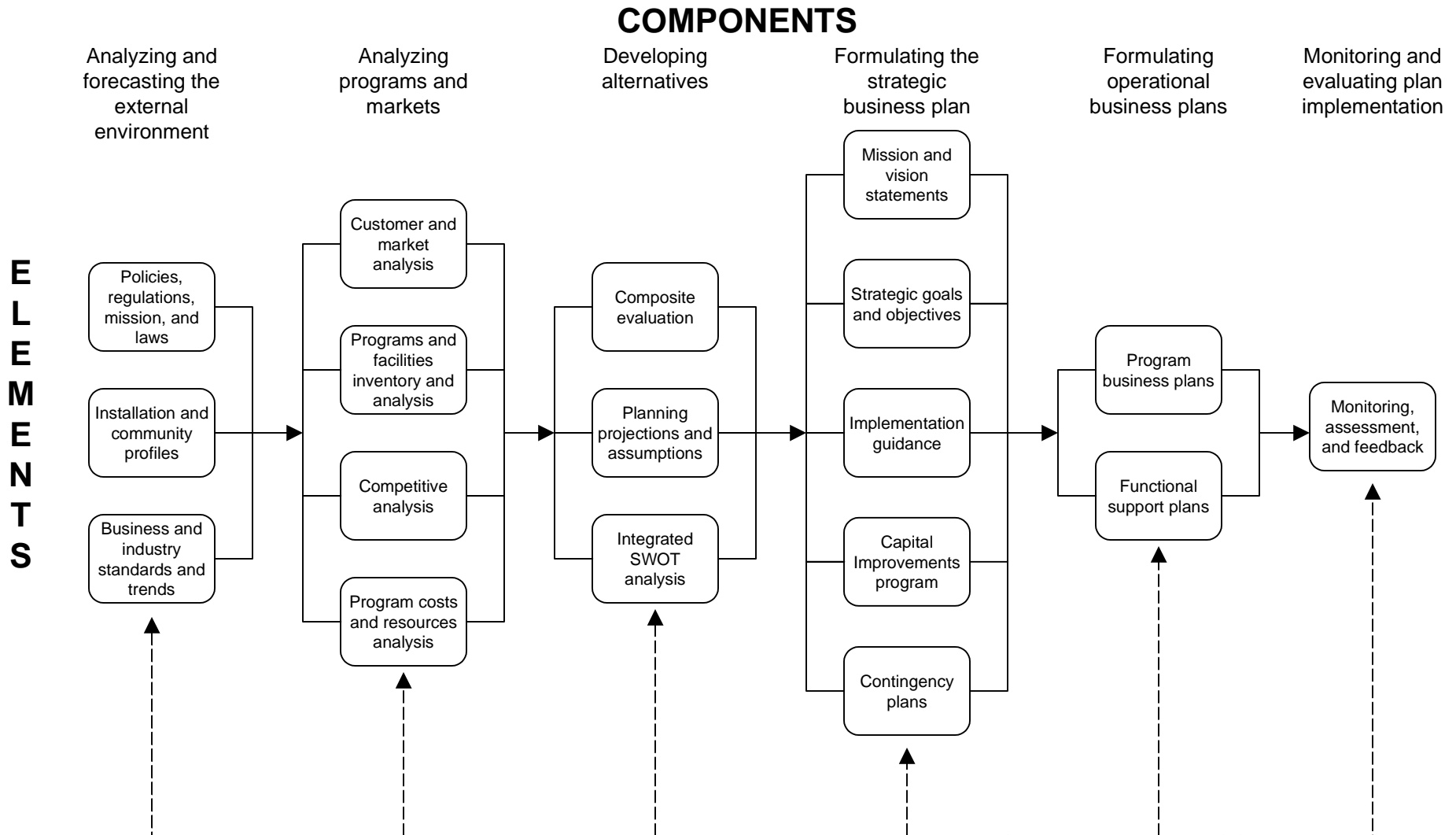
- Leisure Activity Preferences
- Leisure Activity Market Share
- Sources of MWR Information
- Food and Entertainment
- Youth Activities
- Army Community Service
- MWR Facility Performance

## ★ NEXT STEPS

# PROJECT OVERVIEW

Fort Monroe

## MWR STRATEGIC BUSINESS PLANNING MODEL



# METHODOLOGY

Fort Monroe

## ★ PROJECT SCOPE

- 86 sites were surveyed in 2000
  - AMC (16 sites)
  - ATEC (3 sites)
  - EUSA (6 sites)
  - FORSCOM (14 sites)
  - INSCOM (2 sites)
  - MDW (3 sites)
  - MEDCOM (3 sites)
  - TRADOC (16 sites)
  - USAREUR (16 sites)
  - USARPAC (5 sites)
  - USARSO (1 site)
  - USMA (1 site)
- Total Army 2000 Leisure Needs Survey population was 829,050
- 201,984 surveys were distributed throughout the Army
- 2,810 surveys were distributed for Fort Monroe



## ★ SURVEY INSTRUMENT

- Designed to collect information on installation MWR facilities and programs, as well as the leisure activities of their potential market.
- 67 multiple choice questions; 14 of the questions were tailored to specific installation issues

# METHODOLOGY

## Fort Monroe

### ★ SURVEY SAMPLE

- Random sample of three population segments
  - Active Duty Military
  - Civilian Employees
  - Retired Military
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate*</u>	<u>Confidence Interval**</u>
Army:					
Survey Totals	829,050	201,984	51,666	25.6%	± 0%
Fort Monroe:					
Active Duty Military	765	765	208	27.2%	± 6%
Civilian Employees	1479	1019	190	18.6%	± 7%
Retired Military	1975	1026	226	22.0%	± 6%
Total	4219	2810	629	22.4%	± 4%

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean (e.g., assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. Therefore, we can be 95% confident that between 634 and 770 used the gym last year).

# METHODOLOGY

Fort Monroe

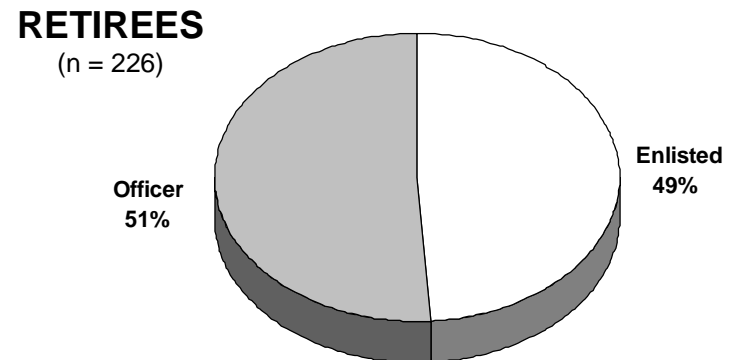
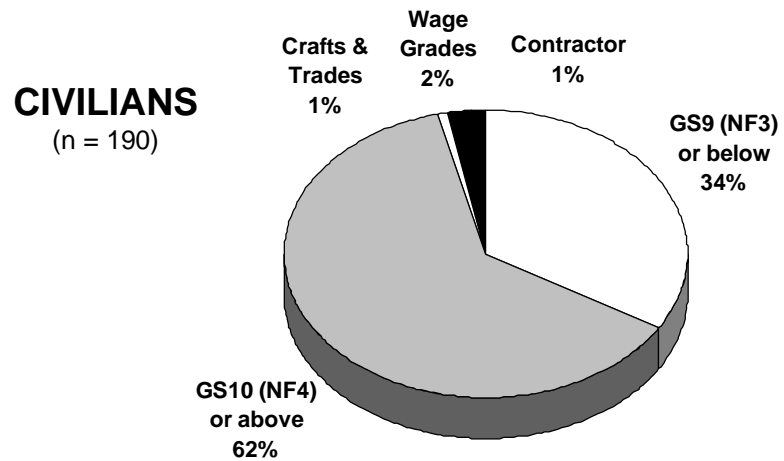
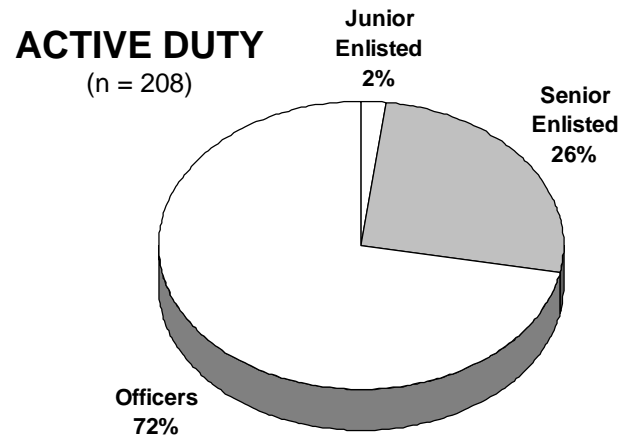
## ★ PRODUCTS

- Comprehensive installation report of survey data in electronic format
- SPSS data file provided to installation representatives for further analyses, if necessary
- Installation level briefing of findings
- MACOM and Army level roll-up reports and briefings

# PATRON SAMPLE

Fort Monroe

## RESPONDENT POPULATION SEGMENTS



# LEISURE ACTIVITY PREFERENCES: OVERALL AND BY PATRON GROUP

Fort Monroe

## Top 10 Leisure Activities for All Respondents

Watching TV/VCR movies	77%
Entertaining guests at home	68%
Going to movie theaters	63%
Walking	62%
Special family events	61%
Shopping trips	60%
Gardening	55%
Internet access/applications	54%
Auto maintenance/washing auto	52%
Plays/shows/concerts	49%

## Top 5 for Active Duty

Going to movie theaters	84%
Watching TV/VCR movies	84%
Running/jogging	80%
Internet access/applications	75%
Entertaining guests at home	74%

## Top 5 for Civilians

Watching TV/VCR movies	90%
Entertaining guests at home	78%
Shopping trips	74%
Special family events	74%
Walking	72%

## Top 5 for Retirees

Watching TV/VCR movies	64%
Entertaining guests at home	58%
Walking	54%
Special family events	52%
Gardening	50%



# LEISURE ACTIVITY PREFERENCES: BY ACTIVITY CATEGORY

Fort Monroe

## Team Sports

Softball	8%
Volleyball	7%
Basketball	7%
Soccer	5%
Touch/flag football	2%

## Outdoor Recreation

Going to beaches/lakes	48%
Picnicking	34%
Fishing	25%
Bicycle riding/mountain biking	24%
Camping/hiking/backpacking	18%

## Social

Entertaining guests at home	68%
Special family events	61%
Shopping trips	60%
Happy hour/social hour	36%
Dancing	35%

## Sports and Fitness

Walking	62%
Cardiovascular exercise	45%
Weight/strength training	35%
Running/jogging	31%
Swimming at pool	27%

## Entertainment

Watching TV/VCR movies	77%
Going to movie theaters	63%
Plays/shows/concerts	49%
Festivals/events	49%
Live entertainment	42%

## Special Interests/Arts & Crafts

Gardening	55%
Internet access/applications	54%
Auto maintenance/washing auto	52%
Trips/touring	49%
Reading/book clubs	42%

# LEISURE ACTIVITY MARKET SHARE FOR SELECTED ACTIVITIES

Fort Monroe

ACTIVITIES	PARTICIPATED ON-POST	PARTICIPATED OFF-POST	OVERALL PARTICIPATION
Watching TV/VCR movies	14%	70%	77%
Entertaining guests at home	13%	59%	68%
Going to movie theaters	18%	60%	63%
Walking	37%	54%	62%
Special family events	19%	55%	61%
Shopping trips	23%	55%	60%
Gardening	3%	12%	55%

# SPECIAL INTERESTS/ARTS AND CRAFTS MARKET SHARE FOR SELECTED ACTIVITIES

Fort Monroe

ACTIVITIES	PARTICIPATED ON-POST	PARTICIPATED OFF-POST	PARTICIPATED AT HOME	OVERALL PARTICIPATION
Gardening	3%	12%	53%	55%
Internet access/applications	23%	11%	49%	54%
Auto maintenance/washing auto	11%	26%	44%	52%
Trips/touring	5%	31%	34%	49%
Reading/book clubs	8%	13%	40%	42%
Computer games	5%	7%	34%	38%
Collecting	3%	11%	20%	22%

# SOURCES OF MWR INFORMATION

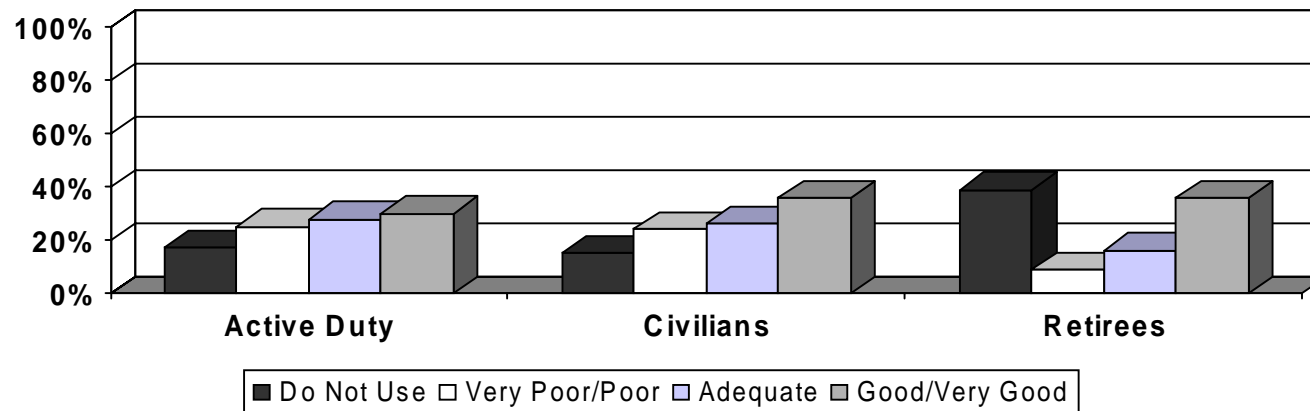
Fort Monroe

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	RETIREEES	TOTAL
Post newspaper	77%	77%	53%	66%
E-mail	58%	65%	8%	37%
Flyers	42%	46%	25%	36%
From friends and neighbors	36%	21%	30%	28%
From bulletin boards on post	32%	33%	23%	28%
From other unit members or co-workers	32%	34%	9%	22%
MWR publication	21%	16%	23%	20%
Marquees/billboards	19%	13%	13%	14%
I never hear anything	3%	4%	18%	10%
From unit or post command or supervisor	11%	6%	3%	5%
Internet	6%	8%	2%	5%
Other	2%	1%	7%	4%
From radio	0%	2%	4%	3%
From television	0%	2%	5%	3%
My child(ren) let(s) me know	6%	1%	2%	2%

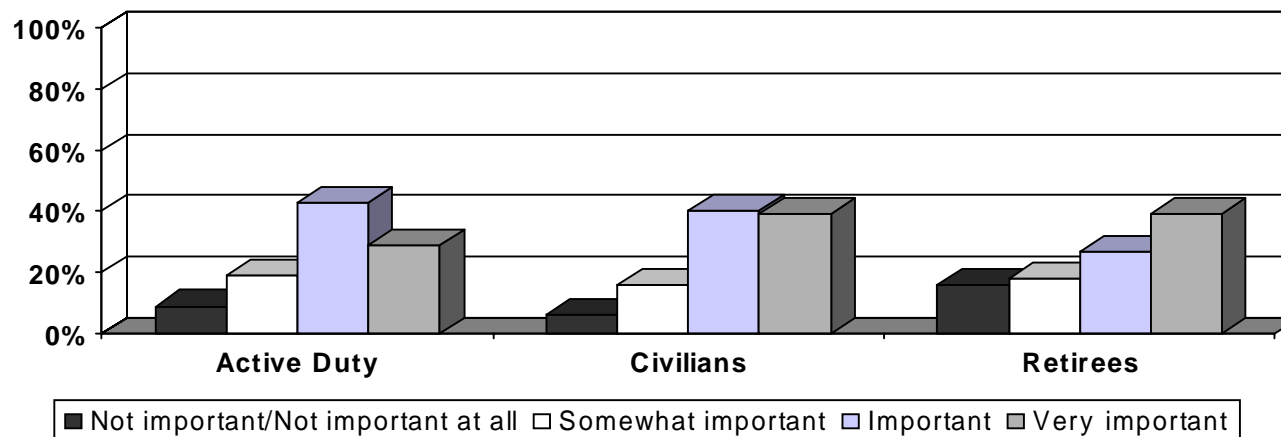
# FOOD AND BEVERAGE SERVICES: QUALITY

Fort Monroe

Quality of On-Post Services



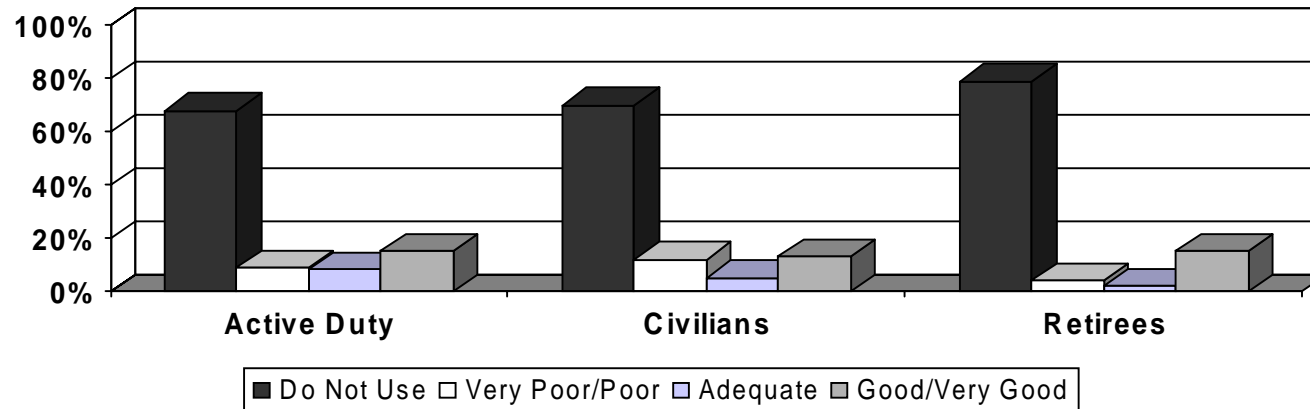
Importance of On-Post Services Quality



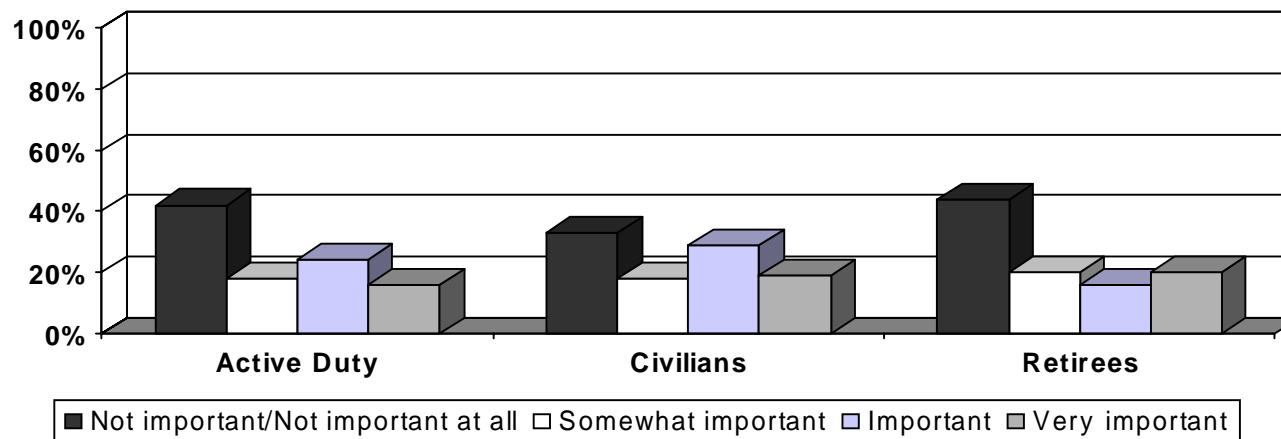
# CATERING SERVICES: QUALITY

Fort Monroe

Quality of On-Post Services



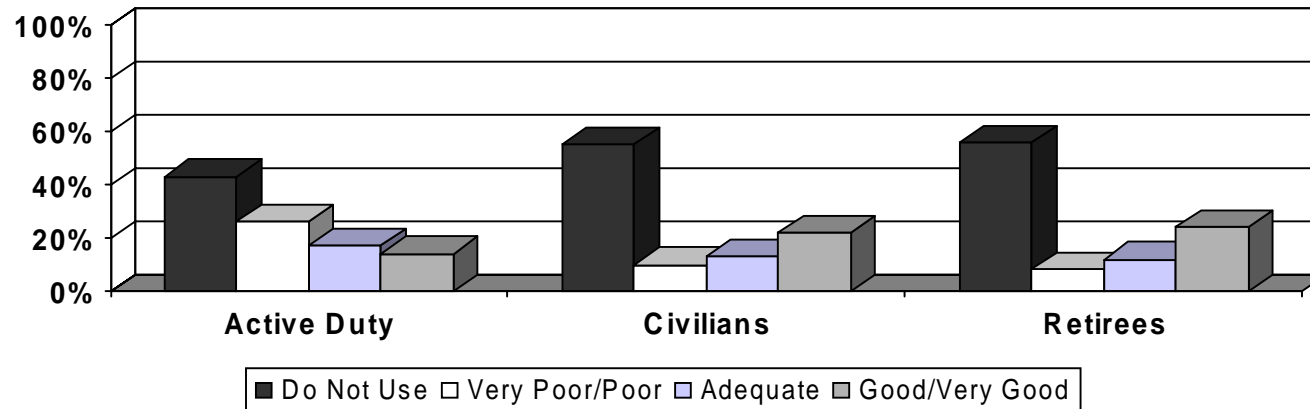
Importance of On-Post Services Quality



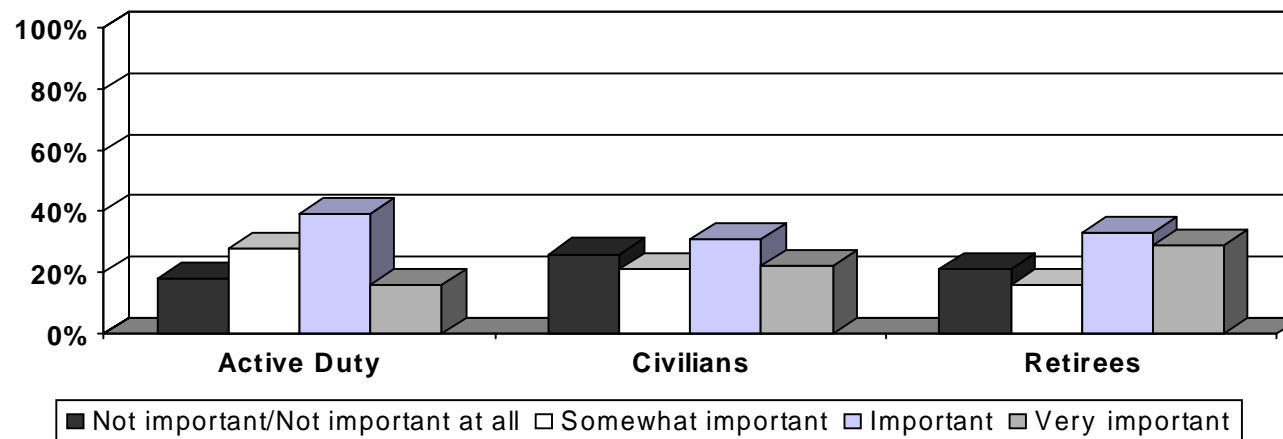
# ENTERTAINMENT SERVICES: QUALITY

Fort Monroe

Quality of On-Post Services



Importance of On-Post Services Quality

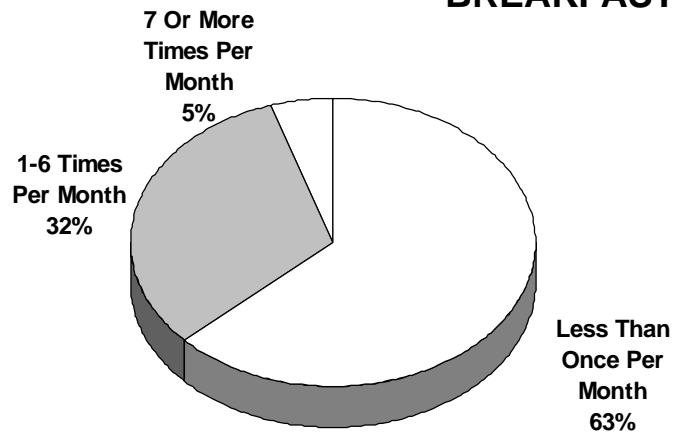


# MEALS EATEN OUT, TAKEN OUT, OR ORDERED IN

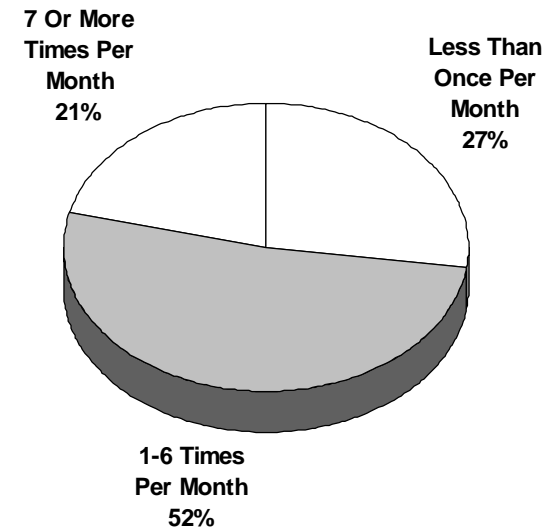
Fort Monroe

## ALL RESPONDENTS

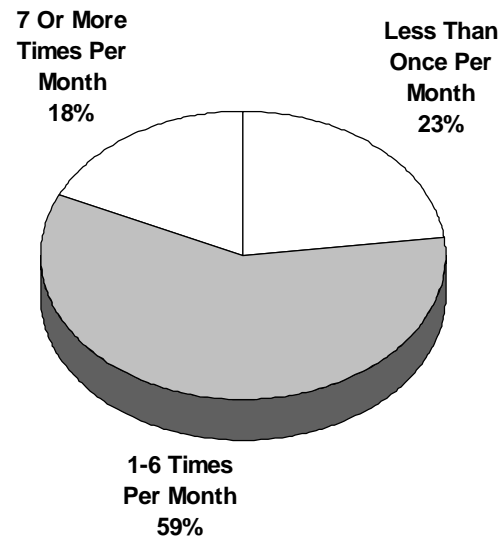
### BREAKFAST



### LUNCH



### DINNER





# YOUTH ACTIVITIES PROGRAMS CHILD(REN)\* WOULD PARTICIPATE IN IF OFFERED

Fort Monroe

## TOP FIVE PROGRAMS

YOUTH SERVICES CLASSES/SPORTS	ACTIVE DUTY
Swimming	48%
Soccer	40%
Martial arts	26%
Basketball	24%
Gymnastics	24%

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### \* AGE DISTRIBUTION OF THE CHILDREN OF ACTIVE DUTY MILITARY LIVING AT HOME

Ages 5-7	23
Ages 8-10	53
Ages 11-12	40
Ages 13-15	34
Ages 16-18	55

# ARMY COMMUNITY SERVICE AWARENESS AND SATISFACTION: ACTIVE DUTY

Fort Monroe

ACS PROGRAMS	AWARENESS	SATISFIED*	DISSATISFIED*
Information and referral	54%	96%	4%
Outreach programs	25%	86%	14%
Family Support Groups, deployment/reunion briefings	37%	94%	6%
Relocation Assistance Program	76%	91%	9%
Family Advocacy Program	53%	86%	14%
Crisis intervention	32%	90%	10%
Money management classes, budgeting assistance	47%	96%	4%
Financial counseling, including tax assistance	54%	100%	0%
Consumer information	27%	94%	6%
Family Member Employment Assistance Program	36%	80%	20%
Foster child care	12%	100%	0%
Exceptional Family Member Program	53%	87%	13%
Army Family Team Building	47%	78%	22%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE IMPACTS ON YOUR LIFE: ACTIVE DUTY

Fort Monroe

POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with your job	13%
Personal job performance/readiness	11%
Unit cohesion and teamwork	14%
Unit readiness	16%
Relationship with your spouse	7%
Relationship with your children	9%
Family's adjustment to Army life	14%
Family preparedness for deployments	14%
Ability to manage your finances	7%
Feeling like part of the military community	19%
Feeling that Army cares about its people	32%

\* Positive = moderate, great or very great impact

# FACILITY PERFORMANCE AT FORT MONROE: USAGE

Fort Monroe

## MOST FREQUENTLY USED FACILITIES

Fort Monroe Club	44%
Fitness Center/Gymnasium	38%
Library	32%
Post Picnic Areas	27%
Bowling Ctr. Food & Bev. Operations	25%

## LEAST FREQUENTLY USED FACILITIES

Youth Center	3%
Child Development Center	4%
Army Lodging	4%
Cabins & Campgrounds	5%
Bowling Pro Shop	6%

# FACILITY PERFORMANCE AT FORT MONROE: SATISFACTION

Fort Monroe

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Cabins & Campgrounds	4.64
Child Development Center	4.61
Automotive Skills Center	4.51
Youth Center	4.41
ITR Office/Commercial Travel Agency	4.35

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Fort Monroe Club	3.29
Old Point Comfort Marina	3.78
Athletic Fields	3.81
Army Lodging	3.91
Bowling Center	3.96

\*Ratings were made on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# FACILITY PERFORMANCE AT FORT MONROE: QUALITY

Fort Monroe

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Child Development Center	4.65
Cabins & Campgrounds	4.62
Youth Center	4.58
Automotive Skills Center	4.56
Arts & Crafts Center	4.55

## FACILITIES WITH LOWEST QUALITY RATINGS\*

Fort Monroe Club	3.62
Athletic Fields	3.90
Old Point Comfort Marina	3.91
Bowling Ctr. Food & Bev. Operations	3.99
Bowling Center	4.00

\*Ratings were made on a 5 point scale: 5 = Very Good and 1 = Very Poor

# FACILITY PERFORMANCE AT FORT MONROE: IMPORTANCE OF QUALITY

Fort Monroe

## FACILITIES WITH HIGHEST QUALITY IMPORTANCE RATINGS\*

Child Development Center	4.93
Youth Center	4.78
Cabins & Campgrounds	4.66
Army Lodging	4.63
Swimming Pool	4.61

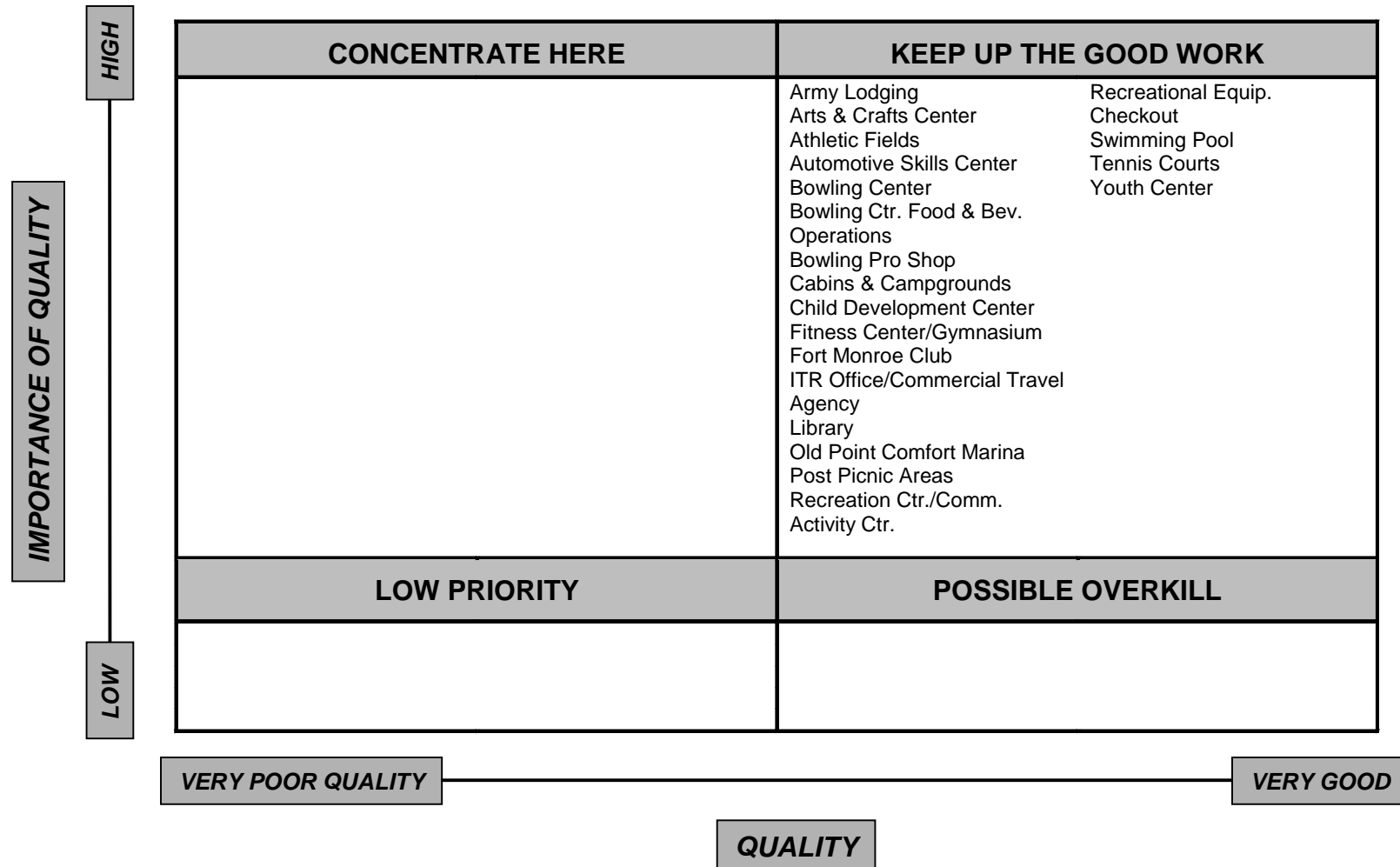
## FACILITIES WITH LOWEST QUALITY IMPORTANCE RATINGS\*

Old Point Comfort Marina	4.18
ITR Office/Commercial Travel Agency	4.19
Fort Monroe Club	4.21
Athletic Fields	4.26
Bowling Ctr. Food & Bev. Operations	4.34

\*Ratings were made on a 5 point scale: 5 = Very Important and 1 = Not Important at All

# FACILITY PERFORMANCE AT FORT MONROE: MARKETING ANALYSIS

Fort Monroe





# MOST AND LEAST IMPORTANT MWR SERVICES AND PROGRAMS

Fort Monroe

## Top 7 Facilities

Fitness Center/Gymnasium	74%
Library	61%
Army Lodging	58%
Child Development Center	50%
Youth Center	43%
Swimming Pool	43%
Athletic Fields	42%

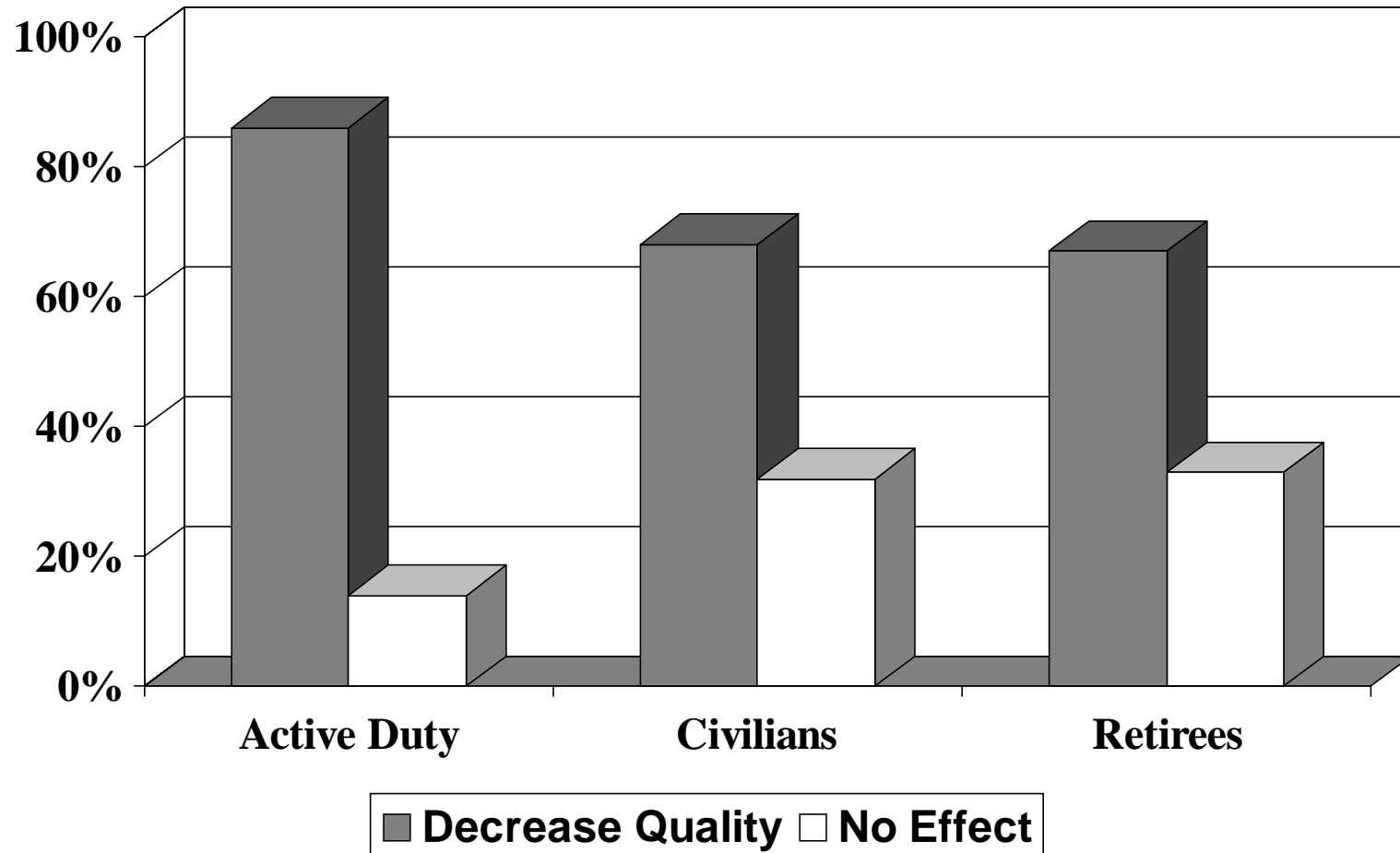
Respondents were asked to select the 7 most important and 7 least important facilities offered on an Army installation.

Car Wash	60%
Golf Course Food & Bev. Operations	57%
Bowling Center Pro Shop	55%
Golf Course/Pro Shop	55%
Cabins & Campgrounds	49%
Tennis Courts	40%
Arts & Crafts Center	32%

## Bottom 7 Facilities

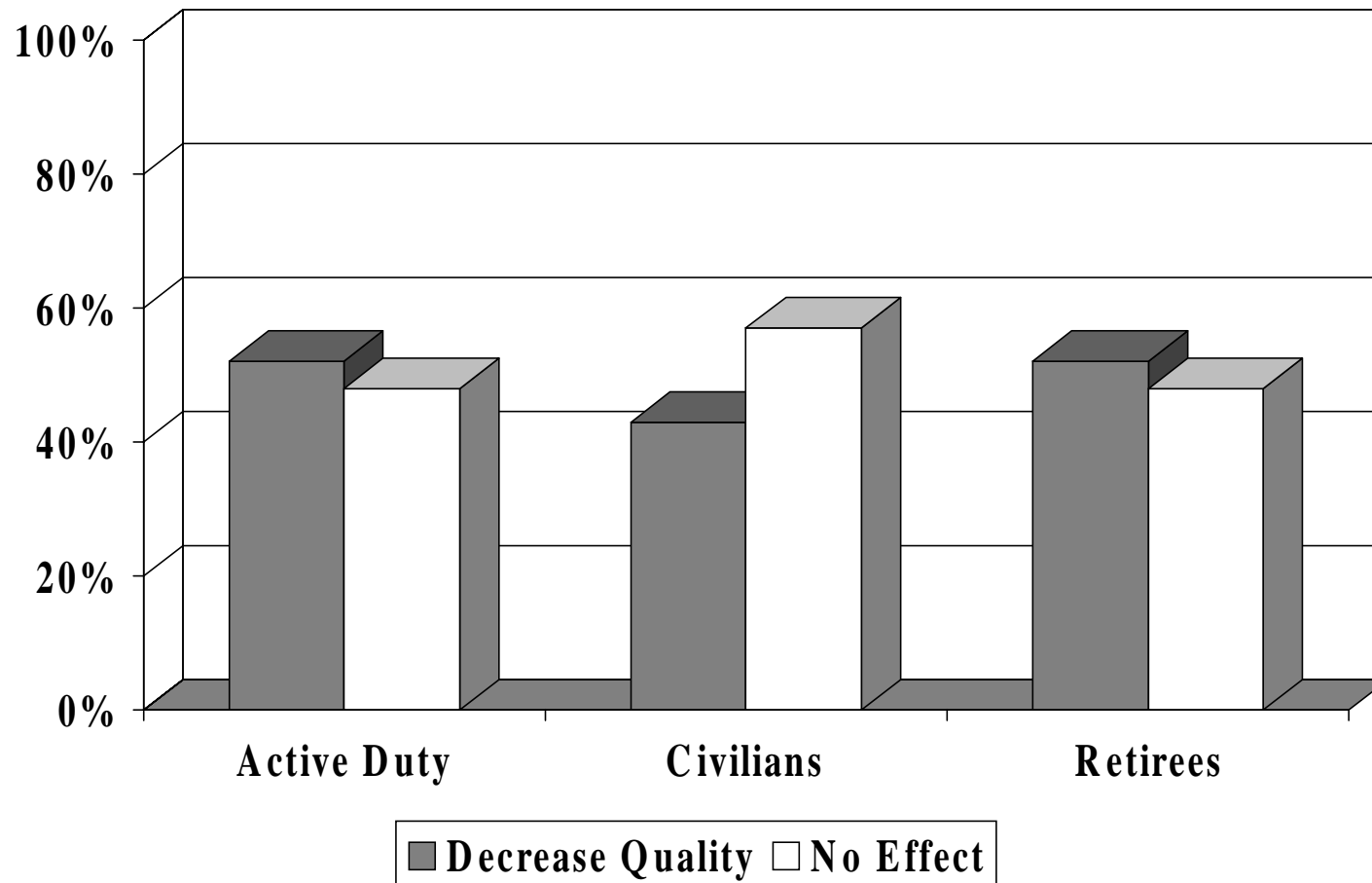
# RECREATION PROGRAM ELIMINATION: EFFECT ON ARMY QUALITY OF LIFE

Fort Monroe



# CLUB PROGRAM ELIMINATION: EFFECT ON ARMY QUALITY OF LIFE

Fort Monroe



# NEXT STEPS

Fort Monroe

## ★ REVIEW INSTALLATION REPORTS

- Detail on 76 leisure activities and up to 33 MWR facilities
- Results for each survey question
- Share with program managers

## ★ DATA APPLICATIONS

- Program change and enhancement
- Strategic business plan
- Five year program plan
- Areas for further research